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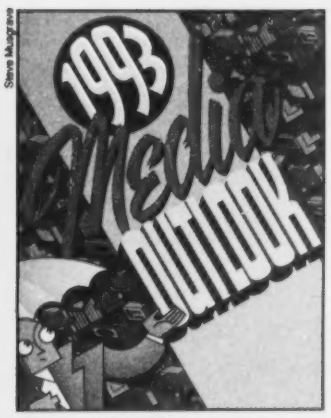

Steve Musgrave

Special Report on what's hot, what's not in media. **After Page 26.**

Bob Garfield tells George Bush what he needs to do to win. **Page 50.**

LAST MINUTE NEWS

'Love & War' lures pols

NEW YORK—Both the Clinton and Bush campaigns have bought election eve 30-second spots on CBS' "Love & War," the new sitcom produced by "Murphy Brown" creator Diane English. Both candidates and the Perot campaign also made major buys during CBS' post-season coverage of Major League Baseball.

AmEx exec departs

NEW YORK—Joan Bonnette, the longtime VP-advertising at American Express Travel Related Services Co., last week moved to a senior-level marketing communications post at Prodigy Services Co., White Plains, N.Y. Her unexpected departure from AmEx comes amid the continuing reorganization of its marketing department. An AmEx spokeswoman confirmed the move but said no successor's been named.

Discovery Zone taps shop

KANSAS CITY, Mo.—Discovery Zone awarded its new $2 million account to Griffin Bacal, New York. The Discovery Zone is a chain of fitness centers targeting children. Other contenders

(Continued on Page 8)

AmEx heads downscale

Revamped card unit goes after Sears, Kmart and Wal-Mart

By Scott Donaton and Gary Levin

NEW YORK—American Express Co. is reorganizing its establishment services division to aggressively go after national marketers that have never accepted the American Express card.

James Berrien, 40, an exec VP-group publisher in AmEx's publishing division, has been tapped to lead a new "megasales" team that will will go after Sears, Roebuck & Co., Kmart Corp. and Wal-Mart Stores and other retailers, travel companies, restaurants and entertainment marketers.

The downscale move threatens to tarnish AmEx's carefully cultivated prestigious image.

But AmEx's weakened performance provides a fresh incentive to expand its merchant base, which totaled 3.6 million worldwide at the end of 1991.

By contrast, Visa and MasterCard are each accepted by an estimated 10 million merchants worldwide.

The changes are "essentially [designed] to put some of the key players at American Express working directly with some of our biggest customers and prospects," said Thomas O. Ryder, exec VP-establishment services, who also remains president of the company's publishing group.

"Jim [Berrien] is going to play a key role in this," Mr. Ryder said. "He will head a super sales group of 20 to 30 people calling on the largest potential accounts—including Sears, Kmart and Wal-Mart—that don't currently accept the American Express card."

"One of the strategies is to make sure the card is accepted in

(Continued on Page 47)

Nielsen vs. IRI: Battle of the research titans

Rivals adjust as competition shifts to Europe

By Scott Hume

Nielsen Marketing Research and Information Resources Inc. are like IBM Corp. and Apple Computer but with one telling difference: They like each other even less.

They almost merged in 1987, but the deal was called off when it was clear the Federal Trade Commission would object.

Five years later, the two companies are at each other's throats, trying to divide the U.S. market for single-source research, which tracks consumer buying patterns and media exposure.

Their only serious competitor, Arbitron Co.'s ScanAmerica, collapsed last month leaving the two rivals to slug it out on their own.

The result is a competition IRI Chairman Gian Fulgoni calls "intense. Very intense."

And it appears IRI is about to turn up the heat another notch. The company is planning to borrow a tactic from Pepsi-Cola Co. by announcing an "IRI Challenge" to Nielsen, inviting users to compare the quality of the two companies' computer software for analyzing data.

For the past several years, IRI and Nielsen have been slashing prices, trying to steal clients from each other.

It has already had an effect.

Kraft General Foods consolidated its account at Nielsen in March, followed shortly by Procter & Gamble Co.'s announcement in June that it had consolidated at IRI. As the companies prepare to move their battle to Europe, more account shifts are likely as the competition spirals.

Who's winning?

Most call it a tie in the U.S., where each has amassed an impressive client list. Nielsen may

(Continued on Page 50)

Mary Hinchey

Michael A. Marcotte

Where clients stand

Nielsen	IRI
Kraft General Foods	Procter & Gamble
Coca-Cola Co.	Pepsi-Cola Co.
Quaker Oats Co.	ConAgra
Philip Morris USA	RJ Reynolds Tobacco
Colgate-Palmolive Co.	Lever Bros.

Nielsen President John Costello (L), and IRI Chairman Gian Fulgoni and President Jim Andress eye Europe.

Meredith, Hearst titles struggle as recession lingers on

By Scott Donaton

The future of two prominent upscale magazines—*Metropolitan Home* and *Town & Country*—is uncertain as the publishers struggle to redefine the monthlies' roles in a changed marketplace.

Meredith Corp. is taking a hard look at *Metropolitan Home* and appears to be considering every option, including shutting down the high-end home furnishings magazine.

Hearst Corp., in the wake of its *Harper's Bazaar* revamp, is closely scrutinizing *Town & Country* and is preparing to make significant changes on the editorial and business fronts.

Speculation about the fate of both magazines and the recent demise of *M* indicate that despite a slow but steady recovery in ad pages, weaker titles in every category still face an uphill climb.

And some observers say the shakeout that has claimed dozens of titles in the last three years may not be over yet.

"I think every property is being examined . . . to either shore it up as a reader-driven property or—in categories where there's too much competition or where a property maybe isn't relevant anymore—to shut it down," said Nancy Smith, exec VP-director of print and media relations at Young & Rubicam, New York.

"Until the economy comes back in any strong way, the shakeout won't be over," said Michael Lotito, media director at Ammirati & Puris.

Magazines aimed at affluent audiences have been among the hardest hit by the recession and

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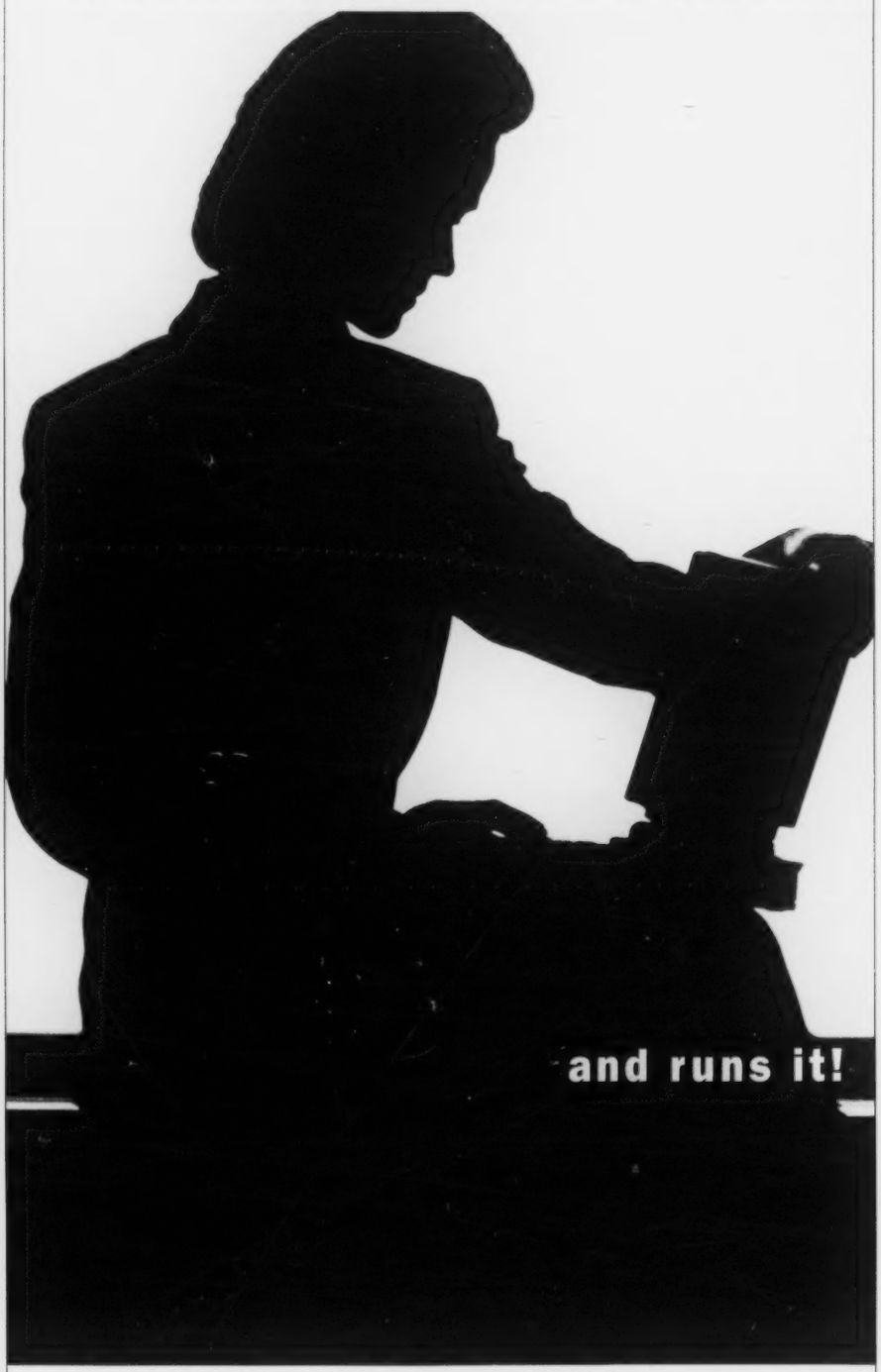
A woman who knows her place...



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NEWS SUMMARY

■ **Nielsen Marketing Research** and Information Resources Inc. are taking their battle to Europe. 1

■ **American Express** Travel Related Services Co. is reorganizing its charge card division. 1

■ **Two prominent upscale magazines,** *Metropolitan Home* and *Town & Country*, face uncertain futures as their publishers redefine the monthlies' roles. 1

■ **WPP Group** will announce formation of CommonHealth, a worldwide healthcare network. 3

■ **Just Help Yourself** wants to take a bite out of Weight Watchers, Jenny Craig and Nutri/System. 3

■ **American Airlines'** Value Pricing Plan is on the way out and may disappear. 4

■ **SmithKline Beecham** is launching AquaFresh Sensitive toothpaste. 4

■ **Lintas:New York** is restructuring into five teams to become more competitive with small, creative shops. 4

■ **McNeil Consumer Products'** Medipren is the latest casualty of the ibuprofen wars. 12

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Where Gov. Clinton stands on ad issues

Past history could foretell future

By Steven W. Colford

Arkansas Gov. Bill Clinton, after a January 1987 meeting with advertising and media representatives, agreed to drop a proposal by his administration to extend his state's sales tax to advertising.

In the most salient example of how advertising might fare if the Democrat becomes president, Gov. Clinton endorsed arguments by the state's press, broadcast and ad industries against taxing ad time and space.

But the Arkansas cable TV industry doesn't have such a friendly view of the governor. During that same legislative session, the state's 4.5% sales tax was extended to the cable industry.

"He'll tax anything he can," said Bob Blount, executive director of the Arkansas Cable TV Association.

The ad tax proposal was part of the Clinton tax package for 1987 until a group of business leaders confronted him.

"As soon as we heard that idea surface, we put together a coalition to educate the governor and his people about the folly of taxing advertising," said Dennis Schick, executive director of the Arkansas Press Association.

POLITICS
★ ★ ★ ★

The most telling argument was that such a tax would shrink sales, Mr. Schick said.

"I remember the governor said, 'That is absolutely right,' " he said.

How the governor might view an ad tax if he becomes president isn't clear. Assistant Press Secretary David Leavy said the governor's advisers hadn't considered the issue, and he declined to speculate.

But Wayne Cranford, chairman of Cranford Johnson Robinson Woods, Little Rock, the state's largest ad agency, is convinced.

"He's said that he would not be in favor of any tax on advertising," said Mr. Cranford, whose agency handles Arkansas' tourism and industrial development accounts.

The other controversial advertising issues, tobacco and alcohol, have never flared up in the state, he said.

The press association's Mr. Schick said he couldn't even recall any tobacco or alcohol ad issues that attracted Gov. Clinton's attention.

However, a recent statement by Gov. Clinton to the American Lung Association stating that "smoking . . . should not be accorded legal protection like freedom of speech" has raised concerns among industry members.

"He says that tobacco has no First Amendment protections, but what about tobacco advertising?" said Dan Jaffe, exec VP of the Association of National Advertisers. "That statement raises some questions."

But based on his experience in Arkansas, Mr. Schick said, "This is pure speculation on my part, but . . . I would be surprised if he would support advertising bans for any legal product, or if he would support changing the deductibility."

Clinton

Gov. Clinton has demonstrated a fondness for advertising as a political tool. He often used ads to build public support for his legislative proposals and to inform consumers about new programs enacted by the Legislature.

So why did Gov. Clinton and the Legislature slap a sales tax on cable subscribers?

"That's hard to say," said the cable TV association's Mr. Blount. "In 1987, cable was on the [possible taxation] list with advertising and TV and radio, but all those got stripped out of the tax bill except for cable.

"I've known Bill Clinton since college, and he's a nice guy who can't make up his mind. He'll listen and agree with the last person who's talking to him. I think there would be no reluctance on his part to support federal legislation to make inroads on an ad tax."

David Watkins, a former adman who produced campaign commercials for Gov. Clinton in the '80s, said he believes cable got taxed "because it was so profitable."

"I think his attitude today, as it was back then, is that advertising is a service that should not be taxed," he said.

A spokesman for the Coalition on Smoking or Health, said the anti-tobacco group had "no specifics" from either Gov. Clinton or his running mate, Tennessee Sen. Al Gore, on their attitudes toward tobacco advertising.

"Al Gore has a history of being pro-consumer when it comes to consumer and health issues," the spokesman said. "And Gore was among the senators and congressmen who put together the strong health warnings for tobacco. My guess is that [the Democratic ticket], in comparison to the Republicans, would have greater sympathy and pay more attention to health."

Tobacco Institute VP Walker Merryman said Sen. Gore had "come down on the anti-smoking side" during past debates on stronger health warnings, but said the group's review of the collective Clinton-Gore record showed little from which to draw conclusions. □

Top 100 business-to-business marketers

Business Marketing, a sister publication of *Advertising Age*, has compiled the *Business Marketing* 100, a compilation of the U.S.' top business-to-business marketers. Companies are ranked based on their annual business press spending, a commonly used barometer for overall ad and marketing expenditure. About three-quarters of the companies on the *Business Marketing* 100 are in the information technology field, consisting of four product categories: computers, electronics, telecommunications and office automation.

Rank 1992	Rank 1991	Company	Ad spending*
1	1	AT&T Co	$35,486,001
2	3	Hewlett-Packard Co	$32,182,553
3	2	IBM Corp	$31,027,657
4	4	Microsoft Corp	$28,912,472
5	14	ZEOS Intl. Ltd	$28,676,369
6	7	NEC Corp	$26,576,132
7	6	Digital Equipment Corp	$25,413,057
8	20	Intel Corp	$22,437,470
9	11	General Motors Corp	$18,379,929
10	9	Dell Computer Corp	$18,318,089
11	5	Northgate Computer Systems Inc	$16,456,638
12	30	Lotus Development Corp	$15,596,636
13	10	Compaq Computer Corp	$14,512,264
14	13	Motorola Inc	$14,398,395
15	26	Apple Computer Inc	$12,710,478
16	—	Gateway 2000	$12,549,108
17	18	Toshiba America	$12,516,105
18	8	Canon USA Inc	$12,034,814
19	12	Eastman Kodak Co	$11,972,941
20	27	Computer Assoc. Intl. Inc	$11,927,517
21	24	General Electric Co	$10,596,193
22	42	Fujitsu	$10,167,728
23	17	Sony Corp	$9,924,496
24	23	PC Connection Inc	$9,884,926
25	15	Texas Instruments Inc	$9,699,530
26	29	3M Co	$9,641,516
27	21	Du Pont Co	$9,458,079
28	—	Hitachi	$9,345,321
29	19	Panasonic Co	$8,775,056
30	36	CompuAdd Corp	$8,519,124
31	—	PC Brand Inc	$8,234,261
32	22	Oracle Corp	$8,100,195
33	25	ITT Corp	$7,586,460
34	—	Scientific Components Corp	$7,510,902
35	—	Fifth Generation Systems Inc	$7,504,278
36	—	Ingram Micro D Inc	$7,433,074
37	—	Symantec Corp	$7,311,103
38	76	Borland Intl. Inc	$7,173,577
39	44	Intergraph Corp	$7,118,925
40	34	Ford Motor Co	$6,729,105
41	—	Microwarehouse Inc	$6,676,840
42	32	Siemens Corp	$6,559,930
43	57	Hilton Hotels Corp	$6,509,533
44	38	Unisys Corp	$6,450,024
45	45	Everex Systems Inc	$6,251,429
46	—	MacZone	$6,026,860
47	68	Samsung America Inc	$5,947,042
48	—	SAS Institute Inc	$5,792,931
49	—	Zenith Data Systems Corp	$5,771,480
50	49	GTE Corp	$5,655,021
51	—	Midwest Micro	$5,641,470
52	52	Amoco Co	$5,557,070
53	43	Sharp Electronics Corp	$5,484,287
54	41	Novell Inc	$5,479,801
55	—	Tektronix Inc	$5,287,100
56	81	WordPerfect Corp	$5,159,704
57	56	Sun Microsystems Inc	$5,155,591
58	—	Advanced Logic Research Inc	$5,096,297
59	31	Nynex Corp	$5,088,125
60	33	Epson America Inc	$5,042,557
61	53	Ashton-Tate Corp	$4,915,858
62	—	Quarterdeck Office Systems	$4,899,144
63	28	NCR Corp	$4,833,640
64	70	Eaton Corp	$4,698,602
65	40	RJR Nabisco Corp	$4,676,329
66	—	FastMicro	$4,609,295
67	—	Sprint Corp	$4,450,942
68	—	Digital Communications Assoc. Inc	$4,440,480
69	—	Austin Computer System	$4,417,165
70	80	Software Publishing Corp	$4,400,674
71	—	Harris Corp	$4,389,426
72	—	Corel Systems Corp	$4,387,084
73	46	Allied-Signal Inc	$4,372,733
74	65	AST Research Inc	$4,333,433
75	51	AMP Inc	$4,311,530
76	55	Okidata Corp	$4,250,343
77	—	Alto-Shaam Inc	$4,223,068
78	69	Caterpillar Inc	$4,186,058
79	—	Microcom Inc	$4,164,743
80	61	Andersen Corp. Inc	$4,148,948
81	—	Nestle Brands	$4,143,257
82	92	Walt Disney Co	$4,140,418
83	—	Tiger Software Inc	$3,951,535
84	—	QMS Inc	$3,863,201
85	63	Mobil Corp	$3,863,112
86	—	Fuji Photo Film Co	$3,837,920
87	—	Pacific Data Products Inc	$3,809,724
88	39	Northern Telecom Inc	$3,756,579
89	—	Advanced Micro Devices Inc	$3,695,160
90	83	3Com Corp	$3,612,603
91	62	North American Philips Corp	$3,599,603
92	16	Time Warner Inc	$3,587,338
93	71	Rockwell Intl. Corp	$3,559,944
94	—	Central Point Software Inc	$3,468,030
95	—	Swan Technologies	$3,421,247
96	—	Hyundai	$3,375,929
97	—	Toyota	$3,375,024
98	74	MCI Communications Corp	$3,335,184
99	—	Seiko Instruments USA Inc	$3,290,213
100	54	Dow Chemical Co	$3,287,158

*Based on LNA Business-to-Business report for the year ended Dec. 31, 1991

TAKE A HARD LOOK AT A BIG SOFTWARE MARKET.

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*SPECTRUM Workstation Market Survey, 1991-92

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LETTERS

Reverse English

Your interview with "Murphy Brown" Producer Diane English (AA, Sept. 21) insults my intelligence. Producer English says while Los Angeles was burning Vice President Dan Quayle pointed a finger at a television show and said, "This is the cause." She calls this irresponsible.

The only thing irresponsible is her remark. I challenge *Ad Age* or producer English to find any such statement in the vice president's remarks. I've read and reread his comments. It just ain't there.

Come on, guys. Let's debate the issues and stop the propaganda. I expect more from *Ad Age* than this kind of politically correct crap.

Kenneth A. Kovaly
President, Technical Insights
Englewood, N.J.

How disappointed I was to see that *Advertising Age*, which I previously thought was a respectable advertising industry publication, had lowered its standards and stretched its editorial content to jump on the "Murphy Brown" bandwagon.

The media has once again proven itself to be a master of distortion, taking one statement from a seven-page speech made by Dan Quayle and manipulating it to serve its own purposes.

You have decided to support this distortion.

I have decided to cancel my subscription.

Elizabeth Clifford
Englewood, Colo.

Your interview with Diane English was a sad affair, because in suggesting that Vice President Quayle blamed the "Murphy Brown" television program for the Los Angeles riots, Ms. English revealed that she neither heard nor read (or, if she did, failed utterly to comprehend) Mr. Quayle's speech.

Apparently, the season opener [of the show] attempted to cover the series' assinines by a desperate disclaimer and defense. The fact is, the writers probably went too far, got called down for it and lashed out in resentment. How dare the vice president criticize a popular television show, especially when the show's central character is sacrosanct—a media person? Heaven forbid!

Ms. English seems obsessed with "real people"; maybe Ms. English herself should "get real." And maybe Hollywood producers in general should stop creating situations and having scripts written that are little more than attempts to justify their own lifestyles, confusions and immoralities.

Gary Gabriel
New York

Got it wrong

I would like to retract my recent statement and apologize to Jim Cameron and agency Ingalls, Quinn & Johnson. In a letter published in *Ad Age* July 13, I wrongly stated that the agency used an existing idea belonging to cartoonist Berkeley Breathed in their award-winning out-of-home ad. Publisher Little, Brown & Co. miscommunicated to me that Ingalls, Quinn & Johnson had received permission to use the idea when in fact they had not. The agency had no prior knowledge of the existing image.

I would like to thank Mr. Cameron and Ingalls, Quinn & Johnson for their understanding. I hope that this does not blemish their reputation.

Glen Hosking
Baldwin, N.Y.

Speaking reasonably

Yes, let's try to be reasonable! That's what Sid Bernstein's column of Aug. 24 urged as it chided the American Gas Association for its ad proclaiming "There's a Hole in the Sky."

Guess what—we *were* being reasonable, because there really is a hole in the sky, even if the *National Anxiety Report* says it's not true. (I've never seen the publication, but I'd love to own the title.) There is widespread scientific agreement not only that one or more ozone holes exist, but also that CFCs [chlorofluorocarbons] are their *primary* cause . . . More than 130 countries to date have signed onto the Montreal Protocol of 1988, an agreeement to phase out the use of CFCs worldwide.

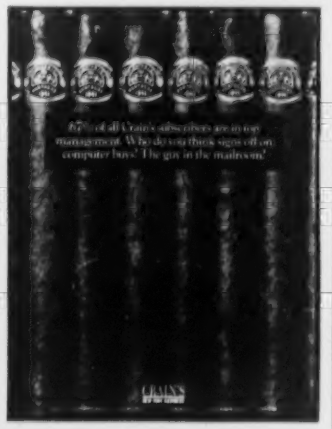
Fortunately, there are things people can do to help get rid of CFCs. One choice is a natural gas cooling system that doesn't use any CFCs. We aren't arguing that these systems be mandated. We just want people to know they exist and what their benefits are. Isn't that among the purposes of advertising?

We believe our ad is a reasonable attempt to educate the public on an environmental problem and one simple, economical, practical approach to its mitigation. If there's anything unreasonable about this episode, it's been Mr. Bernstein's overreaction.

Richard R. Kolodzelj
Senior VP, American Gas Association
Arlington, Va.

FREEZE FRAME

***That* went beyond the usual cut and thrust of political debate, sir!"**



Unisex smokes?

Clearly *Crain's New York Business* believes that women in top management smoke cigars. Or else they think that boardrooms (and, for that matter, mailrooms) are for men only.

Otherwise, how would they have approved their ad for the back cover of the Sept. 7 *Advertising Age*?

Sarah B. Smith
VP-creative director
CME/GDL&W
Houston

'USA Today's' quiet birthday

As the author of a book about *USA Today* ("The *USA Today* Way: A Candid Look at the National Newspaper's First Decade, 1982-1992") and a source for your Aug. 31 article on the paper's 10th anniversary, I want to compliment *Ad Age* for detailed coverage of this important milestone.

Conventional wisdom suggests that *USA Today* downplayed its 10th anniversary because it wanted to distract attention from its decade of unprofitability ($1 billion lost) and because Gannett Co. CEO John Curley is more conservative on matters of publicity than his predecessor, flamboyant Al Neuharth.

After five years of researching *USA Today* and Gannett for my book, I would suggest that the real reason for downplaying its 10th is that *USA Today*/Gannett does not want to wake up the competition regarding future profitable spin-offs of *USA Today*. *USA Today Baseball Weekly*, *USA Today* Sky Radio, 900 and 800 numbers, *USA Today* Fax on Demand, selling classifieds for Prodigy and computer services for fantasy baseball players are some of the spinoffs already available. But I predict more are on the way and some will stick a dagger in the heart of other competing news media, including newspapers.

Other means of leveraging the national newspaper's assets include *USA Today* football, hockey and basketball weeklies; a sixth "Saturday-Sunday" edition to grab some of the major advertising dollars spent on Sunday newspapers and perhaps coordinated with *USA Weekend*, the Gannett-owned Sunday supplement; a fifth section targeted at metropolitan areas and regional advertising on a daily or weekly basis; and any number of new services aimed at sports fans promoted by the paper's widely read sports section and delivered in a variety of fashions.

In my opinion, *USA Today's* major contribution to the communications landscape of the late 20th century is as a model to show other newspapers that they can reach out to disaffected young adults if their editors only would visit "the street where young adults live."

The refusal of the big media, especially major newspapers, to cover *USA Today's* 10th anniversary portends ill for the industry. How can you get well if you don't know you're sick?

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No heavy hitter

It's time for J. Walter Thompson's metaphorically lame corporate campaign copywriter to remove him/herself from the active roster.

Last time at bat, JWT talked up their hitting prowess (success rate) by saying how they "cleared the benches" when they presumably meant "cleared the fences." Now (AA, Sept. 21) they crow about 55 home runs (Effies) in six years. If Thompson is determined to keep the analogy going, they should know that hitting an average of roughly nine home runs a year is nothing to cheer about. In Effie-land, maybe. In baseball-land, NOT.

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Corrections & clarifications

- Jeff Meyer, ad director at *Barron's*, was misidentified as Chris Sachs, Eastern ad manager, *Men's Journal*, in the caption of a photo taken at a recent *Advertising Age* "Lunchdown" featuring members of the New York Giants football team (AA, Sept. 28, P. 38).
- The August ad page figures for *Golf Digest* and *Golf Magazine* were transposed in a chart listing consumer magazine ad linage (AA, Sept. 28, P. 33). *Golf Digest* carried 84.5 ad pages in August and 963.4 pages through August, while *Golf Magazine* had 64.4 pages in August and 783.2 pages through August.
- An item on J. Patrick Grandy joining Zippo Manufacturing Co. incorrectly said Bill Jones is retiring. Mr. Jones remains VP-advertising and director of in-house agency Zadco (AA, Sept. 14, P. 56).
- Alamo Rent a Car's agreement to buy cars from General Motors Corp. includes advertising language, but the automaker has no ownership interest in Alamo, contrary to an earlier story (AA, Sept. 14, P. 1).
- Media General's afternoon *Richmond* (Va.) *News Leader* was merged into its morning *Richmond Times-Dispatch* rather than the other way around as stated in the 100 Leading Media Cos. report (AA, Aug. 10, P. S-6). □

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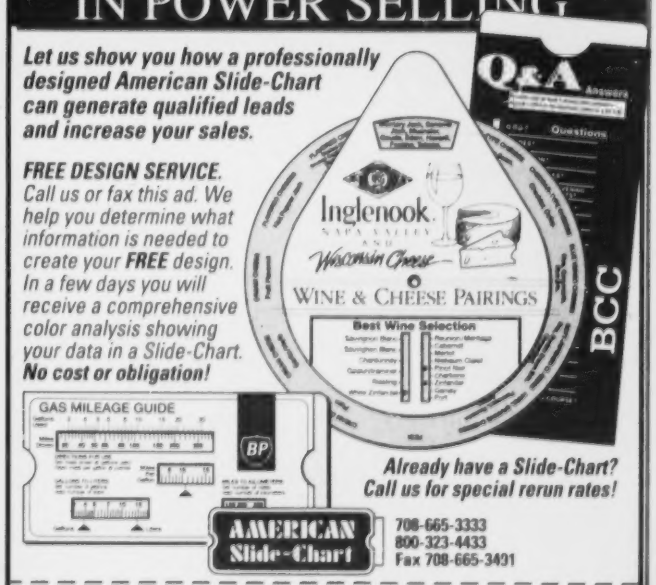

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